

CALIFORNIA CHILDREN & FAMILIES COMMISSION

**June 20th, 2002
1416 Ninth Street
Auditorium – 1st Floor
Sacramento, CA 95814**

Agenda Item 1 -- Call to Order.

- The meeting was called to order by Chair Reiner at 9:15 a.m.

Agenda Item 2 -- Roll Call.

- Present were Commissioners Kim Belshé, Elizabeth Rice-Grossman, Louis Vismara, Sandra Gutierrez, Genie Chough and Chairman Reiner.

Agenda Item 3 -- Approval of Minutes, May 16th, 2002 State Commission Meeting.

- The minutes should reflect the presence of Commissioner Gutierrez at the May 16th Commission meeting.

Action by Commission: Chairman Reiner moved, seconded by Commissioner Vismara to approve the May 16th, 2002 minutes. The motion passed unanimously.

Agenda Item 4 – Chairman's Report

- Chairman Reiner presented welcoming remarks to Genie Chough.
- Chairman Reiner reported on the recent commission meeting held in Los Angeles that he attended. The commissioners discussed providing universal health care services for all children 0-5 years of age who do not currently have coverage and the topic of universal preschool for 3-4 year olds. Planning has begun for these programs.
- Chairman Reiner reported that the Early Head Start Program has produced excellent results.
- Results just released on a seven-year national evaluation of the federal Early Head Start program shows that 3 year old children completing the program performed better in cognitive and language development than children not participating in the program.
- The study found that parents in Early Head Start showed more positive parenting behavior, reported less physical punishment of their children and did more to help

- their children learn at home through activities such as reading to their children.
- The study found that Early Head Start parents were more likely to read daily to their children, be emotionally supportive, help with language development and show positive parenting behavior and discipline strategies.
- The study found that Early Head Start mothers were less likely to have subsequent births during the first two years after enrollment, and that Early Health Start fathers were also favorably affected in their father-child interactions in a significant way.
- Two subgroups had particular benefits: Parents at risk for depression and teenage parents.

Discussion followed related to the Chair's presentation to the Los Angeles County Commission:

- Commissioner Vismara asked if the presentation before the Los Angeles Children and Families Commission, and the "idea" presented was linked with the School Readiness Initiative. Chairman Reiner responded that all activity is linked with School Readiness, but this effort was more related to building an infrastructure for providing health care coverage where one did not exist before. He mentioned it was a case of "building an infrastructure rather than fixing an infrastructure."
- Commissioner Belshé wanted to clearly define the role of Proposition 10 in this effort and that it does not put the State Commission into a situation that goes beyond that of leadership and making recommendations to local commissions that takes away from the independence of local commissions.
- Commissioner Gutierrez observed that the participation in the Los Angeles Commission meeting was to serve as a catalyst to get discussion and planning started by the Los Angeles Commission, which in fact has the vast proportion of Proposition 10 funds.
- Chairman Reiner commented that his presentation was as a representative of the public providing input, and he was joined by a number of other like-minded organizations making a series of recommendations to the local commission

Agenda Item 5 – Executive Director's Report

- Jane Henderson reported on her recent vacation to France during which she visited French preschools and talked to students, teachers and administrators. Ms. Henderson and other members of the study tour will be writing and presenting a paper on the Écoles Maternelles in the future.
- The State Budget has a \$24 billion gap that the Legislature is still working on towards correcting.
- Commissioner Gutierrez asked what the Commission could do to inform the Legislature on the issue of supplantation. Joe Munso informed the Commission that this issue has been presented to the Legislature.

- There are hearings being held on the Master Plan for Education. When the Joint Committee held a hearing on the School Readiness report, there were very positive comments made by the Teachers' Association, The School Administrators' Association and the California School Boards Association. Comments are on the website. The final draft will be released in mid August and then voted on by the Joint Committee. It will then be distributed to the Legislature. There is currently a Senate resolution pending that will extend the life of the Joint Committee until December 2004 and it will add a section on the importance of early care and education in the Master Plan. The resolution would also change the name to the Master Plan for Education.
- Staff met with the Technical Assistance subcommittee of the Association to discuss next steps to obtaining TA.
- The Advisory Committee on Diversity is meeting on June 26 in Sacramento. The Committee will be discussing its work for the coming year, which will center on the development of an implementation plan for the Equity Principles.

Agenda Item 6 – California Children and Families Association Report

- Pat Wheatley presented some of the major issues on which the Association is currently working. The Association is currently conducting a pilot program in 14 counties in which 30 Vista volunteers and 100 AmeriCorps volunteers are being placed/trained to work in communities, family resource centers, school readiness projects, etc. The program is expected to grow over the next 3 years to 2400 volunteers.
- In reference to Agenda Item 7, the Association discussed the issue of creating an identify for Prop. 10, and while they were supportive of the concept, there was concern expressed about the logistical consequence to local commissions of changing letterhead, and other elements of local identity. Discussion among the Commissioners centered on how to support the local commissions in their transition to the new identification logo.
- The Association has created a state oversight committee to work on the implementation of the state evaluation system in partnership. Kathy Stafford, Executive Director of the Yolo County Children and Families Commission, is the new chair of the Evaluation Committee.
- The Association discussed the progress of the School Readiness Initiative and how to “bring to light” all that is going on and how the process is leading to collaboration among local agencies within participating counties.

Discussion:

Commissioner Vismara noted that the Governor has some mentoring programs and there may be some opportunities for Proposition 10 to partner.

Commissioner Gutierrez suggested that more information be made available to the Commission on the topic of activities at the School Readiness sites. Ms. Wheatley acknowledged the Commissioner's remarks. Chairman Reiner remarked that the public should be made aware also.

Agenda Item 7 – Public Awareness Media Campaign

- Nicole Kasabian began discussion on this item. Media consultants Roy Behr and Ben Austin assisted Ms. Kasabian. The presentation focused on the need for creating an identity for Proposition 10 programs that can be shared by the State Commission and all 58 County Commissions. Key features of the presentation follow:
 - Promoting particular concepts
 - Impetus for this discussion
 - Entering the next phase of the parent awareness campaign
 - Upcoming public engagement campaign
 - Launch of school readiness initiative
 - Individual counties exploring different commission names
 - Building Commission name awareness
 - Create public identification with the Commission and its services
 - Further public acceptance of the Commission's goals
 - Why change the name
 - The name is long
 - The acronym lacks meaning
 - Action taken
 - Look at other models
 - Neighborhood Watch
 - Head Start
 - Healthy Families
 - Discussions with review group on goals and objectives
 - Characteristics
 - Applies to the outreach campaign
 - Applies to the school readiness campaign
 - Important to be distinct
 - Credible and community based

- The process
 - Developed hundreds of names narrowed down to 30 names
 - Attorneys conducted copyright search and narrowed down to 10
 - Finalists: First 5, P2K, Child Pet
 - P2K does not translate well
 - First 5 translates well
 - Focus Groups for feedback
 - Final Choice: First 5 California
- Logo Design
 - Connected to existing logo
 - Logos presented.

After some discussion of the rationale and process, the Commission was presented with the identifying brand of “First 5 California” and potential logos to go with the new identity.

Discussion:

- Commissioner Belshé reflected upon comments made by the Association President regarding impact on local commissions who have already established their own individual identity.
- Association President, Pat Wheatley, commented that while there were no negative comments among the counties, some county representatives wanted to look at the process for implementing the “First 5 California” name and related local budget issues.

Action by the Commission: The motion to approve passed unanimously.

Update on the Media Campaign:

- The Parental Education Ad Campaign is set to begin on July 1, 2002. The ads will make a direct reference to the Kit for New Parents and how to obtain one.
- Development of the next phase of the Public Engagement Campaign research continues. Reports on the research will be available in a few weeks for review and feedback.

Discussion:

- Commissioner Vismara wanted to know if the new ads reflected diversity of the state and target populations. The answer was a strong attempt was made to reflect diversity.

- Commissioner Belshé inquired as to where the media team was regarding development of a public engagement strategy. The response was that to-date, the Commission has not solidified particular policy areas under school readiness from which a campaign agenda could be based.
- There was discussion regarding the long-range plan to “get the message out” and identifying particular school readiness issues and priorities and to put the process in place to make these issues known.

Agenda Item 8 – Parents’ Guide Renewal

- Nicole Kasabian presented this Action item. This request is for \$1.5 million to contract with the University of California at Berkeley to revise, update and produce 500,000 Parents’ Guides, a key component of the Kit for New Parents, for use in the second year of Kit implementation.

Discussion:

- Commissioner Vismara asked if there has been ongoing research on the efficacy of the Parents’ Guide. Ms. Kasabian informed the Commission that there has been ongoing research on this topic through past research it has tested very well.
- Emily Nahat informed the Commission that the guide is currently being reviewed for a “light” update. More significant revisions are planned in the future.
- The new name and logo will be attached, via stickers, to the Kit for New Parents.

Action by the Commission: The motion to approve passed unanimously.

Agenda Item 9 – Public Awareness Campaign Funding for “Safe Arms for Newborns” Law

- Joe Munso presented this Action item. This request, discussed at the May 16, 2002 Commission meeting as \$1 million for calendar year 2003, is to assist the Department of Social Services in a campaign to increase public awareness about the Safe Arms for Newborns Legislation that went into effect in January 2001. The legislation provides new parents at risk the opportunity to surrender their newborn infants with immunity from criminal prosecution if they bring the infant to a hospital or other designated facility within 72 hours of birth. The funds being requested would complement \$500,000 in funds for a public awareness effort that have been committed by the Governor. The program will be implemented by the Department of Social Services. In a letter from Senator Brulte (see attached), the request for funds has been increased to allow for a \$3 million campaign (\$2.5 million from the Commission and \$500,000 from DSS). Approval is requested

for \$1 million to be provided to the Department of Social Services, on a one-time basis, to initiate funding of the Safe Arms for Newborns public awareness campaign. Any amount beyond this can be done in partnership between DSS and county commissions.

- Rita Saenz, Director of the Department of Social Services, spoke in support of this action item. Ms. Saenz stated that this campaign will also be integrated with existing media campaigns.

Discussion:

- Commissioner Belshé reemphasized the need for “ground-level” participation in this effort.
- Director Saenz stated that what is needed is a change in the perception of how families are viewed and that the work of the State Commission to reinforce the value of family will continue to be a positive influence on this perception and over time have the desired effect.
- It was noted that Los Angeles County is participating in a regional effort to promote the law and is seeking to get neighboring counties to join in the effort, and collaboration and coordination with other counties is seen as an effective tool.

Public Comment: Blanca Castro, Deputy Director, Public Affairs, Department of Social Services spoke in support of this item.

Tammy Ferinvol read a letter of appreciation to the Commission of behalf of Debbie Farris.

Action by the Commission: The motion to approve passed unanimously.

Agenda Item 10 – Legislative Items

- AB 1453 (Koretz and Senator Dunn) Topic: Tobacco: Minimum legal age

This bill would change existing law that prohibits the furnishing of tobacco products to, and the purchase of those products by a person under the age of 18 to a minimum age requirement of 21 years or any person born prior to January 1, 1985. It would require that tobacco product that use prevention programs be revised to discourage the use of tobacco products by any person under that age.

Discussion:

- There is no evidence that this effort would reduce smoking in the younger population.
- Commissioner Gutierrez noted that it is, in general, consistent with the Commission's stand against smoking.
- Commissioner Belshé and Chairman Reiner expresses reservations about how this bill would be effective in reducing the incidence of smoking.

Action by the Commission: Hold for more information.

Patti Houston provided an update on several of the Bills on which the Commission has taken a position.

- AB2800 (Chan) CCFC Duties: In the Senate floor for a vote. It is expected to be signed by the Governor.
- SB1661 (Kuhle) Family Paid Leave: will be brought before the Commission next month for a vote on a position of sponsorship.
- SB1890 (Ortiz) Tobacco Tax Increase: This bill is not moving at this time.

The Commission will also receive and update on the revision of the criteria for reviewing and determining the priority of legislation and budget proposals that remained in process. A request was made to Commissioners interested in reviewing legislation that met the legislative criteria to provide input. Commissioners Belshé and Vismara volunteered to review legislation.

Agenda Item 11 – Consent Calendar for Commission Agendas

- Joe Munso presented this action item.
- This request is for approval to establish a process of including a “consent calendar” on State Commission meeting agendas. The consent calendar could include items that have been discussed in previous Commission meetings (consistent with our existing process to discuss prior to taking action on an item), and on which, based on these discussions, there is no known need for additional presentation. If a Commission member wishes to discuss an item on the consent calendar, that member could request to have the item pulled off consent for discussion and a separate vote. Public comment would be requested prior to the Commission's taking a vote on the consent calendar. It is anticipated that a consent calendar would be used in limited situations, but could potentially save considerable time on meeting days.

Action by the Commission: The motion to approve passed unanimously.

Agenda Item 12 – Meeting Calendar for 2003

- The Commission discussed a proposed meeting calendar for 2003.

Discussion:

- Commissioner Gutierrez suggested more Los Angeles based meetings for the 2003 meeting calendar. Other Commissioners concurred.

Agenda Item 13 – School Readiness Initiative

- Roberta Peck presented this discussion item. An outline of the presentation follows.
- Presentation Overview
 - Update:
 - June Review of SR Program Apps
 - Start-Up for New (13) Counties
 - Technical Assistance Resources
- CCFC School Readiness Initiative Builds on 3 Components (NEGP Definition)
 - Ready children
 - Ready Families and communities
 - Ready schools
- Statewide Review of SR Program Apps – June 2002
 - 27 SR Program applications from 12 (6 new) County Commissions after County-level review
 - Congratulations to Applicants: Butte, Colusa, Kern, Los Angeles, Merced, Orange, Placer, San Joaquin, Santa Barbara, Santa Clara, Sonoma, Yuba
 - Statewide review with Review Teams of County Commissions and other partners
 - Thank you to all who participated
 - Announce SR Funding & Begin Allocations by July
- Expanded SR Initiative New 13 Counties
 - CCFC allocated additional \$6.5 Million over four years (May 2002)
 - Allocation – Up to \$400K for SR Programs and \$25K/year for SR Implementation Funds (for 4 years)
 - Target high-priority school communities and ‘special factors’
 - Voluntary to all County Commissions
- Expanded SR Initiative New 13 Counties
 - Welcome: Alpine, Amador, Calaveras, Del Norte, Mariposa, Modoc, Mono, Nevada, Plumas, Sierra, Tehama, Trinity, Tuolumne

- Info/Planning Process: Meetings with Rural Caucus/CCAFA (5/15 and 6/19); Info Meeting via Conference Call (5/29); plus ongoing SR Conference Calls
- RFF ‘Launch’ Timeline
 - Updated RFF out March 2002 Apps due: September 15 and December 15, 2002
March 15 and June 15, 2003
 - Open recruitment for SR Review Teams
- SR Technical Assistance
 - UCLA Interim Technical Assistance
 - Developing ToolKits – Ready to send “SR Collaboration” and “Ready Schools” Listserv; Website; Limited 1:1 Consultation, Planning Regional Meetings
 - CCFC SR Conference Calls – scheduled every 2-3 weeks to address current questions/issues
 - “Building SR Through Home Visitation” resource in development by Deanna Gomby, Ph.D.

Discussion: Commissioner Gutierrez asked if the School Readiness Program has to be located or linked to the school. Ms. Peck informed the Commission that the School Readiness Programs do not have to be located on the school site; but that a strong partnership and commitment with the school are required.

Agenda Item 14 -- Focus Area of Oral Health

- Barbara Marquez presented this discussion item. An outline of the presentation follows.
- Background:
 - What we know
 - Oral disease is the most prevalent and the most untreated childhood disease in the country.
 - California children have twice as much untreated decay as their national counterparts.
 - Of preschool children attending Head Start programs, 47% were found to have urgent needs, defined as extensive tooth decay, pain, or infection.
 - Low-income children are especially vulnerable. They miss twelve times as many school days because of dental problems as higher income children.
 - What we heard
 - 80% of the problem impacts 20% of the population.
 - Dentists are trained to do primarily treatment and restoration, not necessarily prevention.

- It is more than a reimbursement issue...it is also an issue of education, training, behavioral change, clinic system change, etc.
 - Only a third of newly enrolled Healthy Families children receive an oral health assessment within the first 120 days of their enrollment.
- Needs and Gaps
 - Public Awareness and Education
 - Research
 - Identification and Dissemination of Best Practices
 - Support Demonstration Projects for New and Promising Practices
 - Scope of Practice
 - Reimbursement
 - Training
 - Supply, Distribution and Qualifications of Providers
 - Fluoridation
 - And list continues...
- What should guide CCFC role in the Oral Health arena?
 - Mission
 - School Readiness
- Possibilities for CCFC's Role and Niche
 - Three areas of unmet needs that have been consistently identified that CCFC can impact: (As identified by the health panel, dental leadership and major service providers, county commissions, unsolicited proposals, literature)
 - Inadequate provider supply
 - Insufficient understanding and education of parents, families, and community service providers, around the importance of early oral health care for their young children.
 - Limited research and evaluation data on the prevalence, incidence or type of oral diseases among children aged birth to 5.
- Supply of Providers
 - Possible role for CCFC—
 - Training—improve the statewide capacity of the existing dental and medical providers to better serve the oral health needs of young children and their families
 - Demonstration Projects
 - Community-based demonstration project through State-County partnerships
 - Insurance-based demonstration projects

- Family/Community Education
 - Possible roles for CCFC:
 - Media—Include messages to expand awareness and understanding of the importance of preventive oral health practices and services during the early years
 - Public Relations --Incorporate as appropriate and possible in CCFC community outreach activities
 - Kit for New Parents– Review and enhance contents
- Research & Evaluation
 - Possible role for CCFC--Build a stronger research base to establish a baseline and inform long-term CCFC and state policy and program direction
 - Conduct a new Oral Health survey designed to answer:
 - Specific Prop 10 questions regarding various geographic, economic, demographic and other groups.
 - New Prop. 10 related scientific findings, such as the link between maternal oral disease to pre-term birth, should be incorporated into these new data collection efforts.
 - Identify common data indicators and evaluation collection instruments for centralized analysis.
- Next Steps
 - Discuss today and further refine overall direction
 - Confer with County Commission representatives and other stakeholders on strategies, activities, etc.
 - Present concept paper with Oral Health options and recommendations for discussion at July 18, 2002 CCFC meeting
 - Return to Sept. 19, 2002 CCFC meeting with an action item

Discussion: Chairman Reiner emphasized the importance of training providers and educating parents. Chairman Reiner asked what the Commission could do to maximize its money in this area. Ms. Marquez informed the Commission that there are leveraging possibilities available.

Commissioner Belshé noted that there are federal matching dollars available. Commissioner Belshé suggested that the Commission also leverage its position in oral health through relations with the Dental Board on issues pertinent to expanding the scope of practice of dental auxiliaries. Commissioner Belshé asked if there had been much research done on the qualifications of different types of providers to provide some of these preventative services. Ms. Marquez noted that California Dental Board would need to approve a policy change to allow for dental auxiliaries to provide some of these prevention services (e.g., fluoride varnish)

Commissioner Vismara noted that the dental services for children with disabilities and other special needs is lacking.

Commissioner Gutierrez inquired about the use and availability of mobile vans. Ms. Marquez informed the Commission that there are dental vans in operation in various regions of the state.

Jane Henderson informed the Commission that there are demonstration programs underway and staff will be developing these further. Ms. Henderson suggested the Commission consider how and which counties would be chosen for pilot programs and what type of funding method would be employed.

Public Comment: Caryl Burns, Sonoma County CFC, encouraged the Commission to include parent education on oral health (especially videos) in the Kit for New Parents.

Vicky Lombardo, March of Dimes, emphasized the importance of dental health and the prenatal period. Ms. Lombardo stated that insurance should be extended to increase preventative care.

Laura Roberts, Lassen County CFC, spoke in support of the issues presented in the item.

John Siegel, Trinity County CFC, stated that this oral health effort should be tied to school readiness and the Commission should offer challenge grants to the County Commissions.

Wendy Rowen, Humboldt County CFC, presented information on some of the oral health programs in Humboldt County. The programs include both treatment and prevention.

Diana Gomez, Delta Dental, stated that the Delta Dental in collaboration with DentiCal are working actively to provide oral health education to both medical and dental providers. They are distributing three videos, each 5-7 minutes in duration in Spanish and English. One directed to the pregnant mother, one directed at mom with toddler and one with an older child and their first visit to the dentist. Her unit is also developing a protocol for caries risk assessment.

Agenda Item 15 – Adjournment

Action by Commission: Chairman Reiner moved to adjourn the meeting at 4:00 p.m. The motion was seconded by Commissioner Belshé and approved by unanimous vote.

Chairman Reiner announced the next meeting of the Commission will be on Thursday, July 18, 2002 in Sacramento.